

Visit Santa Claus on the Fourth Floor

Santa Claus will give Kiddles accompanied by adults a little Santa with a bag of Candy on his back.

833-35 Market Street

BLAUNER'S

In a little red house Santa is waiting to hear what you want for Christmas.

Where You Can Get It Better and Cheaper, Whether It's Clothes for the Family or Practical Christmas Gifts

Great Christmas Sale

1000 Pairs of Hosiery at Savings of 25 to 50% in This Great Christmas Hosiery Sale

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| Fibre and Silk, 69c
Also pure fibre with seamed legs; all shades. Seconds. 3 pr. for 2.00.
Values 1.25-1.50 | Heavy Silk, 1.69
Pure silk and ingrain silk; full regular made. Slightly imperfect, 3 for 5.00.
Value 2.50-3.00 | Clock Hose, 3.75
Side clocks; double silk or hile garter tops. Black with white.
Value 4.50 |
| Onyx Silk, 1.00
And fibre; pretty lace boot effects. All shades.
Value 1.50 | Heavy Silk, 2.25
The best-wearing Hose that money can buy. All colors.
Value 3.00 | Fibre Silk, 35c
2000 pairs—all colors. Clean-up of fine quality Hose. 3 pr. for 1.00.
Values 1.00-1.25 |
| Fine Silk, 1.45
"Quality" texture, seamed legs, properly reinforced.
Value 2.00 | Ingrain Silk, 3.00
Extra-heavy ingrain, silk from top to toe.
Value 4.00 | Cotton Hose, 23c
Fine quality, properly reinforced. All colors; slight seconds. 6 for 1.35.
Value 30c |

When in doubt give Hosiery: In this Sale you can buy 3 gifts for the price of two. We secured these Hose long before the price advance set in, so this is one of those "too good to be true Sales" in time for Xmas.

Special Offering 1000 Pieces of Silk Underwear for Christmas Giving



Chemises, 1.67
Over washable satins and crepes de chine—a prominent maker's surplus stock. Values 2.00-2.50.

Camisoles, 1.00
A large assortment to select from in satin and Jap silk. Values 1.50-1.75.

Chemises, 2.95
Fine quality crepes de chine at less than present wholesale price. Value 4.50.

Bloomers, 55c
Smart and durable—pink cotton Jersey Bloomers. Values 69c-75c.



Thousands of Fine Gifts in Silk Underwear: Chemises, Camisoles, Bloomers, Nightgowns, Negligees, Kimonos, Pajamas, from 55c to 20.00. Christmas Boxes for the asking. Blauner's Main Floor

5.00 and 6.00 Georgette Blouses at 3.90



Specially arranged for this Christmas Sale. All fresh Blouses. A Special Purchase of some of the best quality Georgettes in flesh, white and every suit shade imaginable. Magnificent braiding, hemstitching and two-tone combinations.

8.00-10.00 Blouses at 5.00

A wonderful lot of exquisite Blouses. Oriental embroidery, satin and Georgette combinations. Ribbon trimming. Flesh, white, suit shades. All fresh. Splendid gifts. All sizes.

Blauner's Main Floor

Sale of Gloves 2.50 to 3.00 Washable Capes and Doeskin 1.45

A retiring manufacturer's entire stock was secured by us—every pair worth from 2.50 to 3.00. Every pair perfect with the exception of a few tans. White, pearl and different shades of tan—all sizes. Buy for gifts—you'll save lots of money.

Children's Suedes, 1.35
Warmly lined, sizes 1 to 7. Kiddies will appreciate these as a gift.

Children's Kid Gloves, 1.59
Warmly lined tan kid Gloves—the kind that wear.

Blauner's Main Floor

Give "Her" Furs for Xmas They are the most acceptable gifts of all. A Complete Line of Gifts for Kiddies Coats, Dresses and handsome ribbon and silk Nursery Novelties. Blauner's for Practical Xmas Gifts

Sale of Hats 2.00



Values 3.50-4.00
Brocade satin Hats with hackle feathers. Every color. Value 3.00-4.00.

New Spring Hats, 2.96 to 4.94
Just arrived! Satin, satin-and-duvetyne, satin and straw Hats.

16.50 to 45.00 Fur Hats at 9.00

Just 36 Hats in this little wonder Sale. All the Fashionable Furs.

Blauner's Third Floor

1000 Dresses! Newest Styles! 19.95 to 35.00

The new shipment of Dresses for Saturday holds many a surprise in values for you. "Perfect beauties" of Dresses.

Satins, draped and embroidered; Georgettes, beaded, velveteens handsomely braided, suave velours, and tricelines, serges and jerseys.

Blauner's Second Floor

Just Arrived! Lowest Prices! 14.96

Smart serges, satins and velours that invite shopping of the city to find their equal in value and then coming back here for them.

Women and misses can find the style they want whether it be embroidered, braided, tucked, in many attractive models. All sizes. Navy, brown, Copen, Henna.

Blauner's Downstairs Store

LARGEST EXCLUSIVE CREDIT JEWELRY HOUSE IN PHILA.

OPEN EVERY EVENING

M. SIMON & CO.

ONE STORE 39 N. 13TH. ST. ONE STORE

OPEN EVERY EVENING

Why Should You Pay Cash? Your Credit Is Good—

BEGIN PAYMENTS NEXT YEAR

Your mind could never conceive what a tremendous stock of handsome jewelry we have—there are diamonds and watches galore, and they only await your selection. Don't draw any money out of the bank! Don't draw your pay in advance! Don't skimp yourself in any way! Select from our beautiful stock of Diamonds, Watches, Silverware and Jewelry—pay as much now as you desire—pay the balance after Christmas in small weekly or monthly sums.

You couldn't think of a finer gift for "him" than an Elgin—Hamilton—Howard or Waltham Watch! You'll find our prices are moderate and that our credit terms will be a great convenience for you. So come in and choose what you like, and remember—

50c A WEEK

Regular Payments Don't Start Until After Christmas Liberty Bonds Accepted as Cash

50c A WEEK

Your Credit is Good—Don't Hesitate, Come in Tomorrow

Courtesy to Ladies

We honestly believe we have more ladies among our customers than any other credit jewelry house in Philadelphia. The answer is simple. Ladies are treated in most courteous manner. They feel that they are not subjected to the slightest embarrassment when making credit arrangements with us.

Take Your Choice of These DIAMONDS

Credit—Same as Cash
Behind every sale made by the house of M. Simon & Co. stands the ironbound guarantee of "money refunded if you ever buy cheaper for cash," plus absolute satisfaction, but most importantly must be entirely satisfied with your purchase. Otherwise satisfactory adjustment will always be made.

ELGIN WRIST WATCH Smallest Elgin made, size of a fob-watch piece, fully jeweled 14-k. gold-filled case. Very special. 50c a week	GYPSY DIAMOND Perfectly cut diamonds, gold mounting. Value \$33.75 \$22.00 a week	Beautiful setting Perfect diamonds, gold mounting. Value \$39.50 \$26.00 a week	2-stone Gypsy, pure white perfect diamonds, fancy center stone. Value \$39.75 \$26.00 a week	Perfect diamond—pure white 14-k. mounting. Value \$31.25 \$20.00 a week	Pure white perfect diamond, 1 1/2 ct. mounting. Value \$27.50 \$18.00 a week
ELGIN WATCH 2 pure white diamonds and center ruby or emerald. 50c a week. \$39.25	LADY'S ELGIN WRIST WATCH 14-k. gold-filled 20-year case. Excellent time-keeper and fully guaranteed. 50c a week. \$28.00	EARRINGS 14-k. gold. Pure white perfect diamonds. 50c a week. \$37.50	ELGIN De Luxe Watches 20-year gold-filled case. 15-jewel adjusted. Thin model. Absolutely guaranteed. 50c a week. \$29.75		

SPECIAL NOTE! An extra force of experienced salesmen has been employed to cope with the enormous business we are enjoying because of being the largest exclusive credit jewelry house in Philadelphia. You will receive prompt and courteous attention.

OPEN EVENINGS

TOILET SET
Comb, brush and mirror; two silver plate. \$10.00 50c a week

NOVELTY RING
solid gold, set with sapphires or rubies. Hand engraved. \$9.75 50c a week

YOUR MONEY REFUNDED IF YOU CAN BUY CHEAPER FOR CASH

CIGARETTE CASE
35 designs to select from. Greatest value ever \$7.50 offered.

OPEN EVENINGS

5000 Diamond Rings.
Special Xmas Sale \$27.75 \$34.50 \$52
Choice of any style mounting 50c week Balance Next Year

OPEN EVENINGS

SHAVING MUG
and brush—fine silver. \$10.50 50c a week

CAMEOS
Largest selection in town. Beautifully cut \$10.50 50c a week

OPEN EVERY EVENING

M. SIMON & CO.

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